



WKMG

# ORDER

Flight Dates 09/14/12-09/20/12

Contract / Revision 258852 /

Original Date / Revision  
09/12/12 09/12/12

Advertiser Pol/A Grayson/ Con/D/FL

Agency Buying Time, LLC

Buying Contact

650 Massachusetts Ave.  
Suite 210  
Washington, DC 20001

Primary Account Executive  
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Product  
GRAYSON FOR CONGRESS

Agency Com 15%

Billing Contact

650 Massachusetts Ave.  
Suite 210  
Washington, DC 20001

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2311

Alt Order # 06312923

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Representatives-Democrat

Priority P-2

Advertiser Ref

Order Share 100% Market Value 14900

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	23	\$12,665.00	\$14,900.00	0.00	08/27/12	09/20/12	23	\$12,665.00	\$14,900.00
Totals	23	\$12,665.00	\$14,900.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	WKMG	09/14/12	09/14/12	News at 5p News at 5p	CM	5-530p	----1--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----1--		1				\$500.00		0.00			
2	WKMG	09/14/12	09/14/12	News at 6p News at 6p	CM	6-630p	----1--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----1--		1				\$600.00		0.00			
3	WKMG	09/14/12	09/14/12	News at 7p News at 7p	CM	7-7:30p	----1--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----1--		1				\$800.00		0.00			
4	WKMG	09/17/12	09/17/12	Morn News at 5a Morn News at 5a	CM	5-530a	1-----	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



WKMG

Print Date: 09/12/12

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Contract / Revision

258852

Flight Dates 09/14/12-09/20/12

Hiatus Dates

Original Date / Revision 09/12/12/ 09/12/12

Order Sep 00:15:00

Advertiser Pol/A Grayson/ Con/D/FL

Product GRAYSON FOR CONGRESS

Estimate # 2311

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	WKMG	09/17/12	09/17/12	Morn News at 5a Morn News at 5a	CM	5-530a	1-----	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	1-----	1		\$275.00		0.00						
5	WKMG	09/17/12	09/17/12	News at 5p News at 5p	CM	5-530p	1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
Week:		09/17/12	09/23/12	1-----	1		\$500.00		0.00						
6	WKMG	09/17/12	09/17/12	News at 6p News at 6p	CM	6-630p	1-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
Week:		09/17/12	09/23/12	1-----	1		\$600.00		0.00						
7	WKMG	09/15/12	09/15/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----1-	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
Week:		09/10/12	09/16/12	-----1-	1		\$100.00		0.00						
8	WKMG	09/15/12	09/15/12	7-9a CBS This Morn Sa 7-9a Sat Early Show	CM	7-9a	-----1-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
Week:		09/10/12	09/16/12	-----1-	1		\$250.00		0.00						
9	WKMG	09/16/12	09/16/12	Sun 11p News after NFL Sun 11p News after NFL	CM	Late News	-----1	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
Week:		09/10/12	09/16/12	-----1	1		\$1,200.00		0.00						
10	WKMG	09/16/12	09/16/12	6-830a Sun News 6-830a Sun News	CM	6a-830a	-----1	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00
Week:		09/10/12	09/16/12	-----1	1		\$125.00		0.00						
11	WKMG	09/20/12	09/20/12	Morn News at 5a Morn News at 5a	CM	5-530a	---1---	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
Week:		09/17/12	09/23/12	---1---	1		\$275.00		0.00						
12	WKMG	09/20/12	09/20/12	News at 5p News at 5p	CM	5-530p	---1---	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
Week:		09/17/12	09/23/12	---1---	1		\$500.00		0.00						
13	WKMG	09/20/12	09/20/12	News at 6p News at 6p	CM	6-630p	---1---	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
Week:		09/17/12	09/23/12	---1---	1		\$600.00		0.00						
14	WKMG	09/20/12	09/20/12	News at 7p News at 7p	CM	7-7:30p	---1---	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
Week:		09/17/12	09/23/12	---1---	1		\$800.00		0.00						
15	WKMG	09/18/12	09/18/12	News at 7p News at 7p	CM	7-7:30p	-1-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
Week:		09/17/12	09/23/12	-1-----	1		\$800.00		0.00						
16	WKMG	09/19/12	09/19/12	Morn News at 5a Morn News at 5a	CM	5-530a	--1----	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
Week:		09/17/12	09/23/12	--1----	1		\$275.00		0.00						

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
16	WKMG	09/19/12	09/19/12	Morn News at 5a Morn News at 5a	CM	5-530a	--1----	:30	1	\$275.00	P-2	0.00 NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		09/17/12	09/23/12	--1----		1			\$275.00	0.00				
17	WKMG	09/19/12	09/19/12	News at 5p News at 5p	CM	5-530p	--1----	:30	1	\$500.00	P-2	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		09/17/12	09/23/12	--1----		1			\$500.00	0.00				
18	WKMG	09/19/12	09/19/12	News at 6p News at 6p	CM	6-630p	--1----	:30	1	\$600.00	P-2	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		09/17/12	09/23/12	--1----		1			\$600.00	0.00				
19	WKMG	09/19/12	09/19/12	News at 7p News at 7p	CM	7-7:30p	--1----	:30	1	\$800.00	P-2	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		09/17/12	09/23/12	--1----		1			\$800.00	0.00				
20	WKMG	09/17/12	09/20/12	M-F 11p News M-F 11p News	CM	11-1135p	MTWT---	:30	3	\$1,500.00	P-2	0.00 NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		09/17/12	09/23/12	MTWT---		3			\$1,500.00	0.00				
21	WKMG	09/17/12	09/20/12	10-11a Let's Make A Deal Let's Make A Deal	CM	10-11a	MTWT---	:30	1	\$300.00	P-2	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		09/17/12	09/23/12	MTWT---		1			\$300.00	0.00				
<b>Totals</b>													<b>23</b>	<b>\$14,900.00</b>